

# Entrepreneurship

## Course Syllabus Random Lake High School

**Teacher(s):** Steve Wills

**Prerequisites:** None

**Grade Level(s)** 10-12

**Duration:** Semester

### Course Description

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Do you know someone who owns his or her own business? Do you want to be your own boss? Do you have the goal of owning highly successful company? These are only a few of the reasons why thousands of people in the United States become entrepreneurs. Students will learn skills necessary to run their own business. These concepts include: marketing, acquiring financing, managing, and the legal requirements of owning and operating a small business will be explored.

### Textbook(s) and/or Computer Software Used

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Entrepreneurship, Ideas in Action. South-Western  
Microsoft Excel 2007 software  
Microsoft Internet Explorer software  
Microsoft Word 2007 software

### Classroom Materials Required

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Writing utensils, notebook paper, and pocket folder or 3-ring binder.

### Wisconsin Model Academic Standards Addressed

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- E.12.1 Analyze the degree to which one possesses the characteristics, skills, and abilities of an entrepreneur.
- E.12.3 Discuss the effects of promotion on pricing and demand for goods.
- E.12.5 Identify personnel needed for a small business.
- E.12.7 Define franchising and describe the relationship with other forms of business organizations.
- E.12.9 Identify resources available to entrepreneurs when preparing a business plan.
- E.12.12 Compare ways to finance a business venture.
- E.BS.4 Establish a means for building and maintaining customer loyalty.
- E.BS.5 E.BS.6 Prepare financial statements for a planned business.
- E.BS.8 Diagram the organizational structure of a planned business.
- E.BS.10 Develop a business plan for a specific business based on the concepts of successful entrepreneurship, and defend the plan to an investor.

## Course Outline

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### **Should You Become an Entrepreneur?**

- Entrepreneurship: Present & Past
- Is Entrepreneurship Right for You
- Identify Business Opportunities & Set Goals

### **What Skills Do Entrepreneurs Need**

- Communication Skills
- Math Skills
- Problem Solving Skills

### **Entrepreneurs in a Market Economy**

- What is an Economy
- The Concept of Cost
- Government in a Market Economy

### **Select a Type of Ownership**

- Run an Existing Business
- Own a Franchise or Start a Business
- Choose the Legal Form of Your Business

### **Develop a Business Plan**

- Why Do You Need a Business Plan
- What Goes into a Business Plan
- Create an Effective Business Plan

### **Identify and Meet a Market Need**

- The Value of Market Research
- How to Perform Market Research
- Identify Your Competition

### **Finance, Protect, and Insure Your Business**

- Put Together a Financial Plan
- Obtain Financing for Your Business
- Protect Your Business

### **Choose Your Location & Set Up for Business**

- Choose a Retail Business Location
- Choose a Location for a Nonretail Business
- Obtain Space and Design the Physical Layout
- Purchase Equipment, Supplies, and Inventory

### **Market Your Business**

- The Marketing Mix
- Product, Price, Distribution, Price, and Promotion
- Set Marketing Goals

### **Hire and Manage a Staff**

- Hire Employees
- Create a Compensation Package
- Manage your Staff

## **Record-Keeping and Accounting**

- Set up a Record Keeping System
- Understand Basic Accounting
- Track Your Inventory

## **Financial Management**

- Manage your Cash Flow
- Analyze Your Financial Performance
- Hire Experts

## **Use Technology**

- Technology and Your Business
- Learn about the Interest
- Purchase Technology

## **Meet Your Legal, Ethical, & Social Obligations**

- Understand Your Legal Requirements
- Ethical Issues in Business
- Meet Your Social Responsibility

## **Student Evaluation**

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Grades will be calculated using a point system determined by the following criteria:

Assignments .....	40%
Projects .....	25%
Tests .....	25%
Responsibility .....	10%

## **Grading Scale:**

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<b>Grade</b>	<b>Percents</b>
A	100 – 92
A-	90 – 91
B+	88 – 89
B	82 – 87
B-	80 – 81
C+	78 – 79
C	72 – 77
C-	70 – 71
D+	68 – 69
D	62 – 67
D-	60 – 61
F	59.9 - 0

## **Homework**

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Late Assignments will be accepted within the quarter assigned. A deduction of five responsibility points will be given for every class day late.

## **Responsibility**

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Each student receives 100 responsibility points at the beginning of each quarter. A 5-point deduction will be made for each occurrence of the following:

- Arriving tardy to class
- Using restroom or drinks
- Failing to treat others with respect
- Non-authorized computer use
- Not staying on task
- Tipping chair
- Playing with plastic cups
- Not being prepared for class
- Using locker to find homework or project used in class

## **Plastic Cups**

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Cups placed on top of computer CPU's are designed to help students receive better instructional time with teacher. The colors are a means of decoding the individual need of the student.

Green.....	No problems
Yellow .....	Question on assignment or project
Red.....	Computer is not functioning properly
Purple .....	Student is listening to I Pod or MP3 Player
Orange.....	Student needs assignment/project graded (Web Design Only)

## **Special Needs**

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Students requiring special needs need to contact the teacher to make modifications.

## **Academic Honesty**

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Academic honesty is required. Students caught cheating will result in a Zero for the first offense for all individuals involved. The Second offense will result in Zero for the Chapter/unit. Third offense will result in class removal with an F.

## **Cell Phones**

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Use of cell phones or having a visible cell phone will result in 5 responsibility points each time seen. Cell phones will be confiscated and given to the principal.

## **Daily Procedure & Expectations**

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When Students enter the classroom it is expected for the students to complete the following procedure:

1. Read board for daily activities, announcements, and new seating charts
2. Find assigned seat
3. Log into their computer, notify Mr. Wills immediately if anything is not working
4. Take out old assignments, projects, or activities from previous class(es)
5. Wait quietly until class begins

At the end of class, students are expected to complete the following procedure:

1. Save any work
2. Turn monitor (computer last class period off)
3. Clean any unwanted materials
4. Remain seated until bell rings
5. Push in chair
6. Leave classroom

## **Beverage & Food Policy**

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Students are allowed to drink water and other approved beverages inside the classroom. Because the risk of spilling liquids onto the computers, all beverages need to be kept in the back of the classroom. Failure to do so will result in Mr. Wills taking the beverage and moving it to the back of the room, and loss of responsibility points.

Food of any kind is not allowed in room 122. Violations will result in loss of five responsibility points and food will be thrown in the garbage.

## **Seating Charts**

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Students are given assigned seats created by a computer generated program. Seating charts are used to identify students, take attendance, and offer assistance for substitute teachers. Seating charts will change at least monthly to encourage students to work with other members of the class and build networking skills for the future. If there is a student concern (does not want to sit next to James) or seating requirement (needs to sit in front), please see Mr. Wills.

## **Attendance**

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Students are expected to present and actively engaged in learning for every class. Students who are unable to attend class for any reason should contact Mr. Wills to find out missing work. Absent request forms are normally completed and given back to the student on first day of return. However, it is still the student responsibility to find out missing work.

## **Tardy**

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Students arriving late to class from another class **must** have a signed note from a teacher. An unexcused tardy will result in a loss of responsibility points for each time tardy to class.

Some quizzes, assignments, and projects will not be allowed to be completed or have will not have time extended if student has an unexcused tardy.

## **Unexcused Absences**

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Only work that equals 25% or more of the quarter grade can be made up. All other activities, projects, tests, and quizzes will result in a zero for a grade.

## **Completing Homework for Other Classes**

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Students may use the class time to complete homework for other classes if the following criteria have been met:

- All assignments, projects, and activities have been completed
- Student does not have any missing work for class
- Student does not have any missing work for other business & information technology classes

## **Test Taking Procedures**

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Students are given tests frequently in class. Unless the test is assigned to be completed in groups the student needs to complete the test individually. Talking or looking at other tests is not allowed during the testing time. Violations are as follows:

1. Student can retake the test before school
2. Student will receive a Zero on test
3. Student will need to complete all tests before school

Each quarter a student may elect to retake one test. The retake must be completed within three class periods of the original test date.

## **Internet Testing**

If the test is given using the Internet, the student will receive the score on the screen after completing the test. The student needs to be keep the score visible on the screen until the teacher has notified the student of receiving the score. If the student would like to review the test questions, the student needs to notify the teacher to print the answer guide.

## **Pen and Paper Testing**

Upon completion of the test, the student needs to hand in the test to the teacher and any notes (if available) to the teacher.

## **Grade Printouts**

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Power School allows students access to current grades and missing assignments. If a student requests a printout of their current grade, five responsibility points will be deducted for each printout requested.